

## John Deere

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I am a junior in Agricultural Business at Iowa State University. I was originally from Crawfordsville, Iowa where I grew up on a family farm. Last summer I worked for John Deere as a Turf and Utility Service Parts Marketing Intern in Cary, North Carolina. My main project was to create a showroom display for Riding Lawn Equipment attachments in an effort to increase sales through product exposure. Along with the display I also designed marketing literature to support the featured products. My other project was creating an attachment database to increase efficiency in creating future marketing tools. Overall, I thoroughly enjoyed my experience with John Deere and would recommend this internship experience to other students.